

HABITS



HOW HABITS BECOME MONEY

Find your passion and make it an
income resource and get your

FINANCIAL FREEDOM

ISSABADRA.COM

IMPORTANT TO READ THIS FIRST

Every one of us has a special thing or hidden talent that we didn't discover before or even not sure if it is our talent or something normal, we do usually, or sometimes we do something that we do perfectly and didn't know that is our talent,

This talent is a key to our success in life, as we know we learn when we were kids that we have to study and get high grades and have a good job to prove that we are successful in our life and our community because we have this kind of mindset, we still in our place, nothing change, no progress, just routine Wake up 6 AM to start your job or school and finish 3 PM to go back home and spend the rest of time with family and friends if we still have time.



This concept of life routine and the loop of same duties and tasks, that are kind of endless spending of energy, until we die let us in the same place and same things every day.



In this book, you are going to discover yourself and learn how to make your talent and habits become money and achieve more in your life in the field that you like and more...

I'm talking about rules we know and learned in our school $1+1=2$

This rule is so simple and easy to understand,

Let's say

Passion + Hard work = Success, and Achievement in our domain.

How do we know each part of this equation simply follow the structure of this book and understand each part, and if you are not ready to change your life for to better, go to the store to return the book!

This is a huge step you are going to do, change your lifestyle and your goals and find your meaning in life, why you are here, why you do that, and why you can still be more passionate and more motivated and get more success stories and achievement.

In this book, we will discuss 5 phases that help us find what we truly like to how to make money from our habits.

The process is very easy and you can feel the touch of the result in 3 months; I know that's a crazy thing, but yes, it is true you can if you follow the step in the right way and believe that you can do it and find your true passion in the talent you will discover.

Let's start our journey by discovering our talent and gaining money from it.



Phase 1: Find what you like.

At the beginning of our session, we have to know and select what are the things, and habits (game, sport, activities) that we are ready to spend our time working or doing, WITHOUT FEELING IN TIME.

These questions are the tips to finding what we truly like,
It is unnecessary to answer all these questions but at least try to find the right answer.

1- Remember what you loved as a kid!

Here you should remember what are the games that you love and make sure of all activities that you did in your childhood, see which one you were more talented with



Discovering this part of your childhood can help you to bring your talent to shine again, and feel that is funny when you do it, and remember all the details, write them on a paper.

2- Don't think about money.

When you think about your habits or your activities, Do not think about money, WHY? Simply because it is just a problem you put it in your face, WHY do we eliminate the money from this equation? Because we will still hesitate about doing this kind of habit, and our minds think that money is necessary to achieve any goals we want,



Simply money is just a tool not the main idea of the activity or the habit that we are looking for. Thing more simply as a child doesn't have money what you can do and what you like.

3- Ask your friends for feedback.

Usually, when you do something, you show it to your friends and the people around your close circle and ask them about how do they see it, their feedback, and other questions you may ask, in this part take a note of what your people say and how do they think you should improve your habits or talent.



Show them an example of your secret habit that you do and how you are amazing with, make them judge you and take all the feedback, good and bad one, everything you hear is good. To improve your habit to make it better or fix it if it is necessary.

Another side of this part you have to understand if your friend sees that habit as a new thing they see from you, and the part of judging that they will do it is just a part of the study, do not affect with them, take it as a case study.

4- Read through a university courses catalog

Some of you went to university and registered for some courses that you would like, so here is the point of the courses that you register for, which course attract you more, or the course that made you happy and satisfies and creative in the course.

5- Who is your Idol?

We ask this question to know and understand the habit or the talent that we are working in, and see what do they deliver what is their content, when we see that and understand the meaning of their content, we can know really what we should make and do,



Make a study of the titles and the talents that they have and know how we can do the same and better than them, follow their news and their activities, make yourself like them, you are special not normally think in this way.

Phase 2: Qualification that you need.

Four main titles that can determine the level of your talent, habit,

1- Skills, Do I have the skills that help me in doing it?

Choose and select the skills that you have and that you didn't have. Where you can improve your gab and fill the lack of your habit and activity.

2- Knowledge.

You need to know and learn everything related to your habit, maybe the history of your talent, and what are you doing, the base of it maybe! And the way of doing it, all questions that you ask and hear about it.



3- Practice.



The most important part of your habit or your talent, do you want to improve it? so do practice on it, train with professional or with anyone interested in it, or even alone, the main important here to do practice and improve your level in doing it. And try to bring yourself to a professional level of it.

4- Environment.

Have a look at your environment and see if it is good and if there is a good element that helps you to focus and be more creative! And help you get all your dreams come true or not!

Put the successful people around you and choose the people that they work on their passion even they are not in your domain, learn from them, and get more experiences and improve your life skills from them, make yourself a copy of them.



when you work, you will see the result so fast and you can then change what you want, you will feel more successful person, besides the routine of your life will change, and you will be more creative and more understanding of the surrounding things.

We have to improve and collect all the data that we may need to do that habit, and use the right tools that help in our domain,

Nowadays everything is open, open-source in specific, you can learn what you love even if you don't know-how.



You can learn it,

You can get it,

Just do a lot of training and study how and what and why then ask yourself many questions to know really how much you love it.

Then you see that you work on it 24/7 and you don't feel the time, why that? Because you love and admire it.

This is the goal of the course, find what you truly like and work on it to become money.

Phase 3: How to create your Product/service

Create the product that you can sell and make it more personal, it's you...

And let your brand in this product show the benefit for your prospects.

Besides the services that you can give to people and can solve their problem, and focus on the problem of the people and make your services the right solution, to encourage them to buy and helps to distribute in your market.



2- how to customize your P/S

After studying the similar product and services from other competitors you should focus on the special of your product and the value, you are special remember that each business is special, but how can show this specialty, it's your challenge, take your business as a game if you play it right, you get a successful result.

Your business should solve your community and your audience for their problems, not just a thing people will buy and spend their cash on your products, it's a value you sell, a story you express, not only P/S.

In another way, your product or service should be simple, not complicated so simple as much as you can, study the courses that help you in creating products and services, do a brainstorm with people and ask do they feel about this kind of product, listen and learn, build your mindset with the right concept of content and services, with high quality.

Phase 4: Find your market and your niche.

How to find your market and your niche?

It is difficult but it is easy, with following a similar business and understanding the content of your competitors, and the status of the country that you want to sell your product in, you will find the answer.

HOW,



Location: where you will sell the P/S

Select the country or the city that you want to sell your product and services, depending on the statistic that you get and collect from Meta and other resources.

Age range: What are the ranges of ages that you want to reach? When you know and get the right age range, you will find easy your niche in the country that you selected, and can understand the generation of the prospects.

Interest: what is the interest of your prospects?

You have a lot of answers you can choose but it is not efficient to select over 3 interests,

Phase 5: How to sell + Marketing Strategy

First of all, we have to select the platform that we will work on, Website,

Social media platforms, (Facebook, Instagram, Twitter, LinkedIn, Telegram, Other...),

We select the right platforms depending on the niche and the target that is selected,



After the study the target and knowing where they exist, we can start working on preparing to sell and promote our product and service,

The MARKETING strategy should be related to the mindset of the target to get them from lead to clients and go to the phase of paying CASH,

The right strategy or we can say the best way to express the products and services that you will sell, is the ONLINE MARKETING that depends on social media and websites,

In this age of technology, we are connected and everything is easy to get access on, using the internet, even you now reading this E-book online or you downloaded it,

So, everything is online now, what we have to do, after choosing the target and the niche that you want for your business, you are going to choose the right platform that help you to share your content and product,



Website

Social media (Facebook, Instagram, Twitter, Snapchat, LinkedIn, etc....) These sell your products and services to your prospects and potential customers,

Starting from a website that you can sell online using and share your experience and knowledge and your habit in it as a blogger, going to social media, that help in advance to express more people who may like your habit and your content, to go to the next step buy what you are selling.

Each part of this tool has a specific study that should be correct to work professionally and have a well present, the visitor and reach will be sensitive, if you don't know how to create attractive content, go to learn how NOW,



If you sell outfits and clothes, you design them and create your style, okay that's great, but why should buy from you, not from your competitors!

Simply you have to know the following strategy that helps you to attract and do marketing to your products and services better:

4 Ps Marketing

Marketing is all about promoting the right product at the right price in the right place

these 4 Ps need to be kept in mind throughout the entire marketing process, they are:

Product

Price

Place Promotion

Product:

the product is what the company is trying to sell to customers.

the product should be unique and different in terms of:

Design

Features

Brand Name

Product variety

Quality

Services



Packaging, return, etc...

Price: the price is how much the company should charge for the product.

the price depends on how much it costs to make the item as well as advertising costs, distribution costs, overhead costs, competitor's pricing, etc...



Promotion: it aims to serve two objectives.

1- it informs the potential customers about your product. 2- it persuades them to buy your product.

the main elements of the promotion mix are:

Advertising

Personal Selling Public
Relations

Direct Marketing

Publicity -social media, Print, etc... Sales

Promotion



Place: The physical distribution of the goods deals with the transfer of ownership of the product from the manufacturer to the customer.

the margin of your profit depends on how quickly you can turn the goods.

the more swiftly products reach the customers, the more likely are the chances of satisfying the customers and their loyalty.



After studying this strategy and applying it to your business you should start your branding and publish online your content and your products

NEXT STEP

How to create content?

It is hard for some people to know how to create content and make it valuable, some people try to steal from others, you can't steal the work of others and publish it on your pages,

BUT you can learn from other content and rewrite your way the content to express new ideas different from others, we can say it is paraphrasing.

First of all, we have to know and understand the goal of the content that we will create and understand the need of the audience,

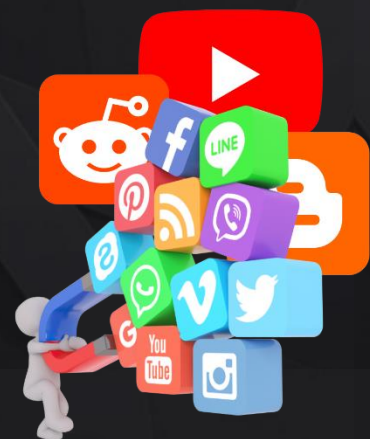
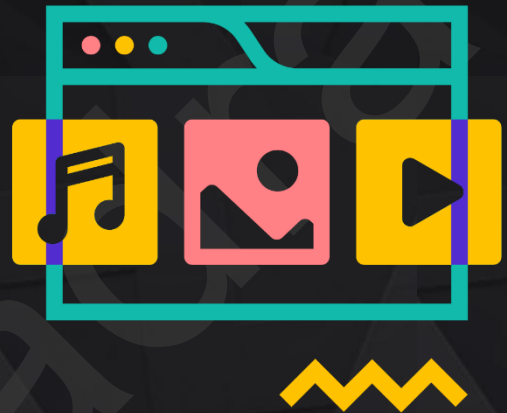
for example, you can't make a content talk about movies and series if your audience doesn't follow or watch them, it will break your content and your audience will unfollow you.

TOOLS:

Here are some tools you may need to think and collect ideas about the content that you want to create:

- Pinterest ·Google
- YouTube
- Reddit
- Blogs
- Content creators on social media

And more you can find your content that attracts your audience and niche, otherwise, the ideas that you can create or copy in your style.



To bring a well content and attractive one, you have to focus on the problem of your audience and collect their problem to bring the solution to them with offers you can give that bring sales to you, and bring more reach and engagement to your accounts.

Questions asked

- Why I don't get new followers?
- Why does my reach go slowly?
- How to get new followers?
- I have a good reach more than 10K but not enough engagement, WHY?
- What are the good tools that help to create content software, and websites...?



These questions are very important to answer,

Why I don't get new followers? Because you don't have valuable content and valuable comments on your profile and accounts, your audience expects valuable content that they can benefit from and can use your ideas and the information that you deliver to use them in their business or their life.

Why does my reach go slowly? Because you don't use Call To Action (CTA), ask your follower to share and save your content to read it later, or DM you to help them and answer their question, they appreciate your free help in this part and let them talk with their community about you and your kindness.

How to get new followers? use the competition that brings new followers, giveaway, ask to mention their friend to benefit from your content and your information, use the strategy that brings your content to appear in explore page on the platform that you use.

I have a good reach of more than 10K, but not enough engagement, WHY? The answer here is simple, use your CTA to let them engage and ask them why and how and answer these questions, ask open questions to let them answer in the comments even if you want them to DM you.

What are the good tools that help to create content software, websites...?

There are many tools that you can benefit from, usually the professional adobe

collections that help to create a well content with beautiful design, even video creation and other stuff that you want to create, but here we have to focus on easy software some people use it because they are easy to use and to work on, like Canva, Picard....

After you choose the right tools that you can understand and use, start planning for the content that you will create and publish online, on all platforms that you are working on already or you are planning to work on.

Issa Badra

Specialist in digital marketing strategies, one of my habit is sell and sell and sell, I followed specific steps and instruction to get success in my domain, and I wrote this book, to share my knowledge and my experience, about the path that I go through to get what really I want,

Thank you for myself and my hard work that build my career, and give me a chance to explore and learn everything I know about Digital Marketing and other stuff, in another way I can say that I got what I want using every step I mentioned in this book, try to read it again and again, until you did it,

If you face any problem in understanding the content of my book, contact me to help you, thank you for give me a chance to help you.

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